

Journal of Zhejiang University of Media and Communications

No. 5, 2013

Contents

- Summary and Prospect on the Studies of Chinese Media Theories
 Zhang Jiankang (2)
- The Power of Desire: Convergence News Production and Humanism
 Shao Peng (13)
- Crises of the Journalism and Insistence of News Values
 ——Reading Notes for the Ten Elements of Journalism Wang Zheping & Gao Shan (22)
- Micro-blog Literature in the Vision of Communications
 FangYingyan & Fan Kui (29)
- The Structural Features of New Public Opinion Field: Taking Socialised Media as Example
 Ma Yanyan (35)
- On Public Signs and its Translation Strategy from the Perspective of Communication Studies
 Guo Xiaochun (39)
- The Southeast Literature: A Forgotten Supplement
 ——Picking up the Leak of Researches on the Movement of Southeast Literature
 during Anti-Japanese War
 Ding Wei & He Yangming (44)
- Historical Semantics Survey on the Concept of Chinese “Open to Ideas”
 ——On the Relations between “Open to Opinion” and “Freedom Speech”
 Guo Yi (50)
- On the Four Kinds of Phenomena during the Transformation of Chinese Animation Industry
 Pan Jian (55)
- The Upgrading Trend and Issues of Transformation of the Chinese Animation Film Industry in 2012
 Feng Xueqin (63)
- On the Development Strategy of Chinese Television Animation under the Background
 of Transformation and Upgrading
 ——Taking 2012 as an Example
 Fang Mingxing (70)

A Calm and Independent Speaker ——On Xue Xiaolu, a Young Director	Liu Shuo (77)
Type of Consciousness, Visual and Industry Standards The Young Director Wu Ershan's Film Triple Prism	Zhang Binning (83)
An Analysis of Yang Shupeng's Style of Film Art	Zhou Jinghan (89)
The Present Situation and Strategies of the Development Environment of "Micro-movie"	Zhou Zhongcheng (96)
The Multi-Media Transformation of Undergraduate Photographing Teaching in the Era of Media Convergence	Yang Jian (100)
An Analysis of the Generic Structure Potential of English Radio News	Zhang Ying (105)
On the Relationship between University Students' Moral Identity and Vounteers' Motivation	Pan Hongxia (110)
Establish and Perfect the Restraining Factors of the Machanism of Party Construction in the Multiple Campus	Chang Kai (117)
An Empirical Study of Undergraduates' Value System under the Perspective of the Network Media Literacy	Liao Feng (121)
How to push forward the Employment Guidance in the New Media Environment	Li Jiajia (125)
A Study of Cause and Tendency of the Blind Date Television Show	Shen Jian (128)
The Choice of Rout to Cultural Reform and Development —— A Review of On Cultural Reform and Development; Reflecting on the Cultural Construction	Guan Pingting (132)

ABSTRACTS

Summary and Prospect on the Studies of Chinese Media Theories

Zhang Jiankang

Abstract: Based on CNKI (China National Knowledge Infrastructure), the paper divides the Studies of Chinese Media Theories into three periods: gestation period, growth period and maturity period, reviews its focal points and highlights, and attempts to analyze how it has developed. The purpose of the study is to offer some valuable enlightenments and experiences for the next Chinese Media Theories Studies. **Keywords:** Chinese Media Studies, Summary, Outlook

The Power of Desire: Convergence News Production and Humanism

Shao Peng

Abstract: Humanism, which shows at each phase of media development and innovation, has an ingrained driving and driven force with media, especially during the process of change of media convergence and news production. Human perception of information resources and interpersonal communication, along with news production, interaction and communication value, can be realized through our interaction with media. Meanwhile, the role and function of convergence media has been gradually changing. On the one hand humanism has brought an obvious perspective to media intermediaries and their platforms, while on the other hand extremism over humanism could impact, distort and even damage the traditional role of media. **Keywords:** media convergence, humanity, intergrated news production, desire, demand

Crises of the Journalism and Insistence of News Values ——Reading Notes for The Elements of Journalism

Wang Zheping & Gao Shan

Abstract: The Elements of Journalism can be deemed as a free and responsible press of the time. It's not only attributed to the coherence of spirits in handling problems described in the two books but also the far-reaching influences they exert on their respective time period. Through careful reading of The Elements of Journalism, this paper indicates that there are three crises facing the American journalism – the crisis of news values, the crisis of media economy and the crisis of theoretical interpretation. Maintaining the public integrity of news, abiding by the transparency principle of news and enhancing the service awareness of news against the new media background is stressed in this paper for their great significance in holding fast to news values. **Keywords:** Journalism, news value, crisis, general principals

Micro-blog Literature in the Vision of Communications

Fang Yingyan & Fan Kui

Abstract: Micro-blog literature is the offspring of the marriage of modern media technology and literature. It is a new kind of lots of network literature by right of new technology of multi-tenant spread, unique narrative forms and rapid propagation. The vision of communication, the attention of the new media literature attribute and the disinterment of qualities in the text, literature communication, acceptance model are the indispensable link of the study of this literature. **Keywords:** micro-blog literature, new media, virus-like communication, multi-text

The Southeast Literature: A Forgotten Supplement ——Picking up the Leak of Researches on the Movement of Southeast Literature during Anti-Japanese War

Ding Wei & He Yangming

Abstract: During the Anti-Japanese war, there was Southeast Literature Movement in some areas of Southeast China, which was free of Japanese aggression. In order to support this movement, Southeast Daily, a famous newspaper at that time, established Supplement of Southeast Literature when it moved to Yunhe Town, Zhejiang Province. This thesis narrates the history of Supplement of Southeast Literature, explores the important cultural elements of the movement and shows the efforts made by the journalists and scholars in the war. **Keywords:** Southeast Literature, Southeast Daily, Southeast Literature Movement

The Upgrading Trend and Issues of Transformation of the Chinese Animation Film Industry in 2012

Feng Xueqin

Abstract: Since 1999, Shanghai Animation film studio has produced “Lotus Lantern”, industrialization development of Chinese animation film. From 2004 to now, Chinese animation film by means of strategic adjustment of cultural industry policy and the domestic film market blowout, embarks on a path of rapid development. Analysis of the basic situation of domestic animation film market in 2012, we can find a series of transformation and upgrading issues existed in Chinese animation film industry. **Keywords:** animation film; transformation and upgrading; Brand Structure; schedule the distribution

On the Development Strategy of Chinese Television Animation under the Background of Transformation and Upgrading ——Taking 2012 as an Example

Fang Mingxing

Abstract: In 2012, China television animation is facing transformation and upgrading, manifested in three aspects: industrial policy more targeted, animation products more competitive, and the development more quality. But

there are still a series of problems in the animation content, marketing mode and the relationship between government and enterprises, which need to be solved urgently. Looking into the future, China television animation industry should strive to do a good job in three aspects: policy environment, the cultural animation and animated content. This is the fundamental way to realize the healthy development of industries. Key words: transformation and upgrading; television animation; development strategy

A Calm and Independent Speaker —On Xue Xiaolu, a Young Director

Liu Shuo

Abstract: The movie Finding Mr. Right which was great in box office in 2013 made Xiaolu Xue who was a screenwriter and director one of China's best young directors nowadays. Before that, she was an outstanding screenwriter. What's more, she directed another great movie Ocean Heaven. Her works were like mirrors to reality life. She is extremely good at combining sensitive topic of the society and the plot together. Her new movie Finding Mr. Right has the quality of a romantic quality story-wise and visual-wise. It has great guiding significance for the creation of cinematic genres in China. Her standard to herself, as well as her encouragement and beautiful wish to all film school teachers and students, is "Be calm, and make yourself a real speaker." Keywords: Young director, reality reflection, type creation, speaker

The Present Situation and Strategies of the Development Environment of "Micro-movie"

Zhou Zhongcheng

Abstract: The "Micro-Movie" developing environment mainly consists of the era-environment, the creative-environment and the profits-environment. This paper has discussed the present situation in the developing environment of the "Micro Movie". The restriction and the estrangement factors to keep "Micro-Movie" continuously developed has also been discussed. And finally the countermeasures that matches its own personality has been proposed. Keywords: "Micro-Movie"; the developing environment; strategy